



Visual Identity Design of Nabilla Sulam Usus South Lampung

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ABSTRACT

One of Lampung's cultural heritage elements that deserves preservation is sulam usus, a unique embroidery technique with high historical and aesthetic value. In this context, visual identity design plays a crucial role as an effective communication tool that conveys cultural values to a broader audience. The purpose of this study is to design the visual identity of Nabilla Sulam Usus as a branding strategy to enhance brand awareness of Lampung's traditional crafts, particularly sulam usus. The design methods employed in this study include observation, interviews with the business owner, literature review, and SWOT analysis. The design elements developed comprise logo, color scheme, typography, and visual applications across primary and secondary media, such as packaging, brochures, and social media content. The findings of this project indicate that a strong and coherent visual identity reflecting traditional values can build a professional and appealing brand image. This is expected to strengthen Nabilla Sulam Usus's position in both local and international markets while contributing to the preservation of cultural heritage through visual communication approaches.

1. Introduction

Culture is the identity and character inherent in every society, present through values, norms, customs, and artistic expressions passed down across generations. Koentjaraningrat views culture as a human creation formed through a learning process, thus its existence is always closely linked to the social life of society (Koentjaraningrat, 2015 in Atin et al., 2022). As a multiethnic archipelagic nation, Indonesia possesses a rich cultural diversity that serves as an important foundation for strengthening national identity. This diversity demands preservation efforts to ensure cultural heritage remains sustainable and relevant in the modern context.

Cultural preservation efforts are becoming increasingly important amidst rapid technological developments, the creative economy, and social change. The government, through the Directorate of Cultural Protection, has designated 1,728 Intangible Cultural Heritage (ICH) objects across five main categories, demonstrating a national commitment to preserving traditions (Directorate of Cultural Protection, 2022). This preservation not only preserves historical value but also strengthens the nation's image while encouraging tourism and the creative economy (Atin et al., 2022; Hartini et al., 2022). In this context, Lampung culture is a regional treasure with significant potential for continued development.

Lampung is known for its cultural heritage, including the Nuwo Sesat traditional house, the Tayuhan celebration, and the Siger (traditional textile) tradition, including the Tapis cloth. Tapis cloth is a traditional weaving technique with motifs of flora, fauna, and symbols of life, imbued with philosophical meaning (Etnis, 2022 in Pejalan Santai, 2017). Over time, its derivative crafts, such as Sulam Usus (intestine embroidery), have also undergone innovation, maintaining their traditional values. Sulam Usus, originating from the Pepadun tribe, has evolved from traditional attire for the nobility into a more varied range of creative products, including modern clothing, decorations, and accessories (Pejalan Santai, 2017; Hartono et al., 2024).

Over time, artisans have sought to adapt their designs to meet the needs of modern society, including exploring new motifs, techniques, and media. Nabilla Sulam Usus, one of the artisans in Lampung, has also modernized her designs to expand her market reach. However, her high-quality products are not yet supported by a strong brand identity, making her unable to compete with local competitors such as Ninda Tapis Lampung and Rahayu Gallery, which already have established visual branding and reputations (Hartono et al., 2024; Anshori & Cindiyasari, 2024).

A lack of visual identity makes a brand difficult to recognize and lowers brand awareness. Yet, brand identity plays a crucial role in building perceptions and emotional connection with consumers (Wheeler, 2013 in Noviantarai & Patria, 2020). Visual consistency, such as logos, typography, and colors, is a crucial element influencing the brand recognition process (Aulia et al., 2021; Prasetyo & Arifianto, 2023). Furthermore, research shows that a strong visual brand identity can increase trust and purchase decisions in the MSME and cultural product sectors (Alifia et al., 2021; Natasha et al., 2023; Ismail & Dermawan, 2023).

Based on these needs, designing a visual brand identity for Nabilla Sulam Usus is a strategic step to ensure that this traditional craft is not only sustainable but also competitive in both local and global markets. A structured and consistent visual identity is expected to strengthen the brand image, increase brand awareness, and encourage the sustainability of the local culture-based creative economy (Setiawan et al., 2024; Darmawan et al., 2024; Moussadecq et al., 2022). Therefore, this design is expected to function not only as a marketing strategy but also as a tangible contribution to the preservation of Lampung's cultural heritage.

2. Method

This research method uses a qualitative descriptive approach with the aim of understanding in depth the characteristics, conditions, and visual strategies implemented by Nabilla Sulam Usus as a basis for designing the brand's visual identity. This approach was chosen because it is able to describe the phenomenon comprehensively through direct observation, interviews, and descriptive data analysis. The object of the research is the Nabilla Sulam Usus company located in Natar, South Lampung Regency. The focus of the research includes the company's philosophy, vision and mission, development history, types of products produced, marketing reach, and competitor analysis to determine the brand's position in the Indonesian traditional fashion market.

Data collection techniques were carried out through two main methods: observation and interviews. Observations were conducted by directly observing the production process, product packaging, and marketing strategies implemented by Nabilla Sulam Usus. Meanwhile, interviews were conducted with the business owner, Nabilla Zahra, to obtain in-depth information regarding the design philosophy, the cultural values they wish to promote, visual communication strategies, and the direction of future brand development. The data obtained was then systematically reviewed to identify visual elements that can strengthen the brand identity, such as logos, colors, and typography that reflect traditional yet modern values.

Furthermore, the data was analyzed using a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to evaluate Nabilla Sulam Usus' position in the local and international fashion industry. This analysis helps identify the brand's key strengths such as distinctive design and good reputation, while

3.3. Sketch

Sketching is a crucial initial step in the visual identity design process for Nabilla Sulam Usus. Following a creative strategy analysis and visual concept determination, the research progressed to the creation of alternative sketches as an initial exploration of the logo's basic form. At this stage, the researchers began developing various variations of the form, while adhering to the characteristics of Sulam Usus, a Lampung cultural element that served as the primary inspiration. These initial digital sketches served as a platform for testing possible shapes, proportions, and visual combinations before moving on to a more structured design development stage.

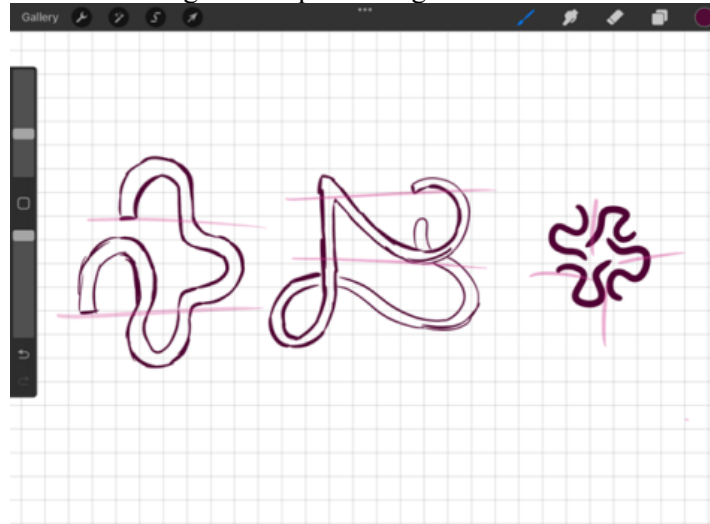


Figure 3. Initial Sketch of Nabilla Sulam Usus (Source: Author)

3.4. Final Logo

After going through the process of sketch exploration and selecting a visual concept, the next stage was to formulate the final logo for Nabilla Sulam Usus, which is able to represent the essence of Lampung culture in a strong and elegant way. This final logo was designed by emphasizing the symbolism of thread and the Sulam Usus technique as the main elements that reflect the refinement, precision, and artistic value of this traditional craft. The logo shape was chosen because it best suits the direction of the creative strategy, namely to present a balance between cultural expression and modern nuances so that the brand identity remains relevant to the contemporary market. Overall, the final logo provides a bold yet elegant visualization, thus strengthening the image of Nabilla Sulam Usus as a brand that upholds cultural heritage while offering an adaptive and classy aesthetic.



Figure 4. Final Logo of Nabilla Sulam Usus (Source: Author)

3.5. Company Profile

Company profile Nabilla Sulam Usus is implemented in various visual identity media to strengthen brand consistency and facilitate communication with customers. This identity includes the presentation of the business profile, vision, mission, and brand values designed to depict the elegant character and

culture of Lampung which is the foundation of the brand. The identity application is then continued on various supporting media, such as business cards that display professional information, thank you cards as a form of appreciation to customers, and packaging in the form of packaging boxes and paper bags that emphasize the exclusive and high-value image. In addition, visual elements are also applied to stickers, signage, and promotional materials such as brochures to expand the reach of brand communication. In the digital realm, the visual identity is realized through a consistent Instagram feed design, so that the brand image can be conveyed effectively on social media. This entire application is designed to present the Nabilla Sulam Usus identity comprehensively and professionally, both in physical and digital media.



Figure 5. Business Profile, Vision, and Brand Values (Source: Author)



Figure 6. Business Card (Source: Author)



Figure 7. Thank You Card (Source: Author)

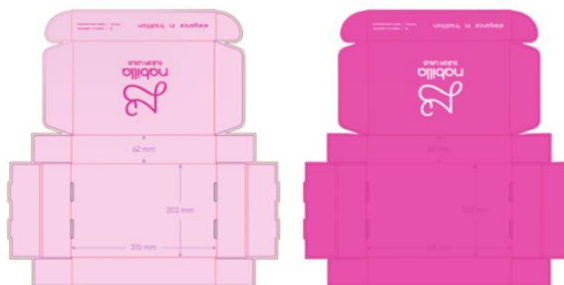


Figure 8. Box Packaging (Source: Author)



Figure 9. Paper Bag (Source: Author)



Figure 10. Stickers (Source: Author)



Figure 11. Signage (Source: Author)

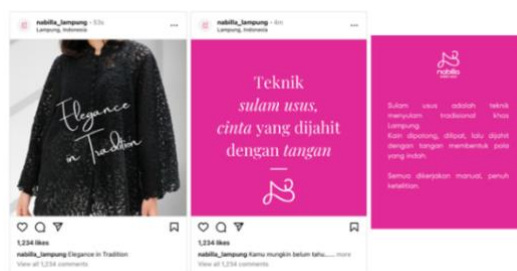


Figure 12. Instagram Feed (Source: Author)



Figure 13. Promotional Brochure (Source: Author)

3.6. Design Evaluation

The design evaluation was conducted through a questionnaire distributed to respondents to assess the effectiveness of the Nabilla Sulam Usus logo as a representation of the brand's visual identity. The evaluation instrument covered aspects of pattern, color, typography, feminine imagery, modernity, cultural associations, and memorability. The results of this questionnaire served as the basis for determining the extent to which the logo represents local cultural values while reflecting the character of the women's fashion brand.

Regarding the pattern and character of intestinal embroidery, 71.4% of respondents stated that the logo pattern strongly reflects the character of intestinal embroidery, and 23.5% considered it to be quite reflective. Furthermore, 76.2% of respondents considered the curved lines in the logo to be very representative of the characteristics of intestinal embroidery. These results indicate that the main visual elements have successfully conveyed Lampung's cultural identity in a strong and easily recognizable manner. The feminine image also emerged very dominantly, as evidenced by 71.4% of respondents who considered the logo very feminine, and 23.8% who considered it slightly feminine. The main impression of the logo was also dominated by the choices "feminine and elegant" (42.9%), "feminine and modern" (38.1%), and "feminine and traditional" (14.3%), indicating that the feminine and elegant character was well conveyed.

The audience's association with intestinal embroidery was recorded as strong, with 71.4% of respondents stating that the logo was directly connected to intestinal embroidery, while 14.3% were slightly connected and 14.3% were not connected. This high level of association indicates that the visual message regarding the product identity has been understood according to the design's objectives. In terms of memorability, 57.1% of respondents rated their likelihood of remembering the logo very high after seeing it once, 19% remembered it somewhat, and 19% remembered it slightly. This data indicates that the logo's shape and color have good memorability.

The logo's suitability to the target audience also received positive reviews. Fifty-two percent of respondents rated the logo as very suitable for women aged 25–35, 23.8 percent rated it as somewhat suitable, and only 9.5 percent rated it as somewhat suitable. In terms of modernity, 66.7 percent rated the logo as very modern, while 14.3 percent rated it as somewhat modern, and 19 percent rated it as somewhat less modern. These findings indicate that while the logo incorporates traditional elements, its appearance remains contemporary and relevant to today's fashion market.

The fuchsia color used was also considered effective in strengthening the visual identity. The majority of respondents, namely 71.4%, stated that the color makes the logo very clear and easily recognizable; 19% considered it quite clear; and 9.5% considered it less clear. This color is considered to strengthen the feminine and energetic character of the brand. In terms of typography, 90.5% of respondents stated that the words "Nabilla Sulam Usus" are easy to read, while 9.5% considered it less easy to read. In addition, 66.7% of respondents considered the rounded letterforms very supportive of the feminine impression, 14.3% quite supportive, and 19% less supportive. This proves that the choice of typography is in line with the soft and elegant character that is intended to be conveyed.

When asked to identify the most dominant visual element that conveys brand identity, 57.1% of respondents chose the logo's pattern or icon as the primary element, followed by the logo's color (28.6%), and typography (14.3%). These results emphasize that the primary symbol in a logo captures the audience's attention and plays a significant role as a brand identifier.

Overall, the post-test results showed that the Nabilla Sulam Usus logo was very well received by the audience. Visual elements such as patterns, colors, and typography were deemed capable of representing the cultural values of sulam usus with a strong modern touch. The majority of respondents perceived the logo as feminine, elegant, and memorable. These findings confirm that the designed visual identity aligns with the brand's vision and is relevant to the needs and preferences of the target market.

4. Conclusions

The visual identity design of Nabilla Sulam Usus aims to increase brand awareness and strengthen the brand image based on local culture through strong and consistent visual elements, especially the logo that combines intestinal embroidery ornaments with modern typography using the principles of grid system and clear space. The storytelling-based design approach, the use of fuchsia color, and contemporary visual style successfully display feminine, elegant, and modern characters that represent Lampung cultural values, and are proven effective through respondent evaluations that state its suitability for the target market of women aged 25–35 years. The application of visual identity in various media such as Graphic Standard Manual, company profile, packaging, and digital media forms an integrated and consistent branding system, so that this visual identity not only functions as a brand marker, but also as a visual communication strategy that strengthens Nabilla Sulam Usus' position in the local and national creative industry.

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